

THE CLIENT

ICON's client designs, manufactures and sells data storage solutions. Consumers, SMBs, and enterprise customers from across the globe benefit from their innovative portfolio of hardware products. Their range includes mobile storage devices, cards and readers, USB flash drives, HDDs, and SSDs.

CHALLENGE



Increases to operating and personnel costs were negatively impacting the effectiveness of the client's in-country B2B sales strategy.



The client wanted to centralise more of their B2B sales operations from a single hub to reduce headcount, costs, and improve best-practice between in-country strategy.



The ideal solution needed to be able to care for the client's customer network of distributors and resellers, deliver on growth targets, and support the client's country managers.

360° SOLUTION

Account Management

- Detailed marketing intelligence and materials are shared with distributors to optimise their B2C strategy and propel sales.
- Distributors and resellers are alerted to pivots in the client's product strategy that could impact their business; ICON agents then help them navigate any changes for continued success.
- The B2B team is empowered by the client to offer flexibility in payment and pricing models, as required, to ensure mutually beneficial outcomes and engender trust.



Sales

Lead Generation

ICON agents proactively liaise with the client's distribution partners to update on inventory needs and stock levels.



Lead Qualification

Sales project details and purchasing requirements are procured to ensure they align with the clients sales goals.

Warm-Selling/Cross-Selling/Up-Selling

New opportunities materialise thanks to regular communication with distributors encompassing new products, promotions, and strategic product positioning.



Research

Market Research

The B2B team manage daily checks on market trends, competitor activity, and currency exchange rates, including weekly feedback reports highlighting any changes.



Competitive Intelligence

Close relationships with distributors and activity on competitor blogs and social media platforms help keep the client fully informed as to the actions of competitors.



Feedback Surveys

Qualitative and quantitative surveys are conducted with distributors on a regular basis.

Service

01

Help Desk and Claims

The B2B team provide front-line customer service for distributors and resellers, covering requests such as warranty information, technical support, and product returns. Proprietary client tools help guide agents through any client processes.

02

In-country Event Support

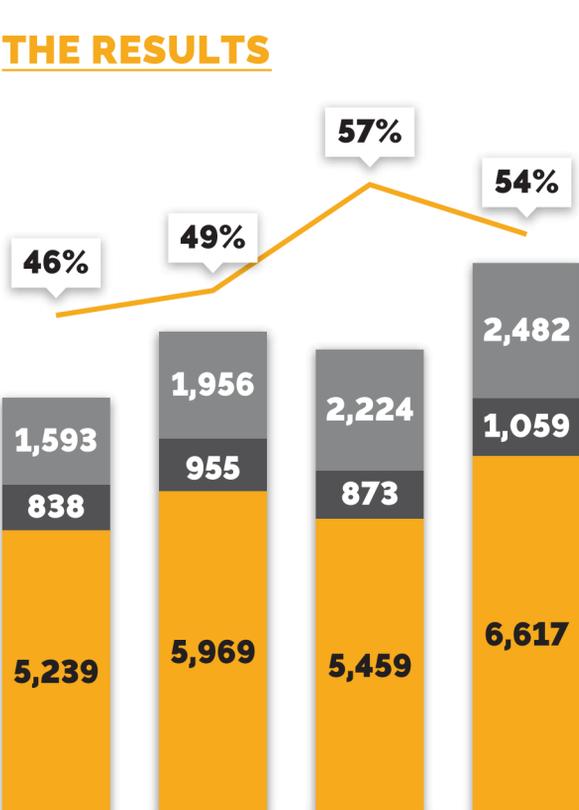
Client exhibitions and tradeshows are supported on-site with agents travelling to their market to provide valuable additional assistance.

03

Loyalty Programs

ICON agents are responsible for the client's loyalty program, promoting its features and benefits to drive channel growth and distributor satisfaction.

THE RESULTS



A sustainable pipeline of nurtured resellers are passed to regional managers, which accelerates the development of new commercial relationships for the client.

Approximately 200-500 new potential resellers are added into the client's CRM database each quarter.

*000 Units